

HR Checklist:

Are Your Family Care Benefits Hitting the Mark?



Employees' challenges are business challenges — especially when it comes to caregiving. Child care alone costs employers thousands per parent per year in metrics like absences and turnover.¹ It explains why **providing child care gives employers back as much as 425% in returns.**²

Yet child care is just one challenge; **employees also have worries for seniors and older kids** that cross generations, demographics, and job titles. Realizing ROI with responses to any of those challenges requires benefits that can truly answer for employees. And that requires specific parameters.

What are the 10 things your family care benefits must do?

✓ Answer child care shortages.

Half the country is considered a child care desert.³ So self-select-only child care that puts all the searching in employees' hands is a benefit in name only. Effective child care needs to offer more than the idea of child care, but access to actual high-quality centers with real and available spaces.

✓ Address occasional care.

The school calendar has roughly 80 days every year that children are off from school, but parents still have to work. And first graders are no more able to stay home alone than a preschooler. That's a lot of lost workdays. To avoid those costly absences, your complete child care program needs to address those occasional days with solid networks (in-home, in-centers, and even camps) that can roll with the school calendar.

✓ Support all of your people with a single provider.

Benefit equity requires help across responsibilities — from little kids to college kids to seniors. But multiple vendors with multiple touchpoints can diminish ROI by making services hard for employees to use. Worse, individually negotiated contracts make your program hard for HR to manage and measure. One provider for all services solves that, putting all solutions under a single contract, with one access point, and a single contact to liaise with.

✓ Navigate geography and roles.

Companies that cross multiple locations and job positions need benefits that do, too. That means you'll need a network that's robust enough to meet people no matter where they are (urban, suburb, or rural/remote), how they work (onsite, remote, or hybrid), and what they do (frontline, corner office, and everything in between).

1 Sara Ewall-Wice, "The child care crisis is costing the economy \$122 billion a year, new study finds — and it's not just hurting families, businesses and taxpayers are taking a hit," CBS News, February 7, 2023

2 Emily Kos, Kelsey Clark, Nicole De Santis, Tyler Joseph, "Childcare Benefits More Than Pay for Themselves at US Companies," Boston Consulting Group, March 26, 2024

3 "Child Care Deserts," Center for American Progress

✓ Remove cost barriers.

ROI depends on your employees' ability to use services. And costs that are too high can be as big an obstacle to service use as a lack of available supply. Making sure employees can afford services will require benchmarks and financial modeling, knowledge of the local child care market, and the ability to set subsidy levels to serve your people and you.

✓ Be easy to use.

Think about how people access services in their personal lives. Benefits need to function the same way. Booking needs to be done in a few clicks online or an app; reservations, confirmations, and copays should be clearly visible and on-demand; real people should be available to troubleshoot in a pinch; and all benefits need to be searchable in one central hub that's available 24/7/365.

✓ Solve problems for people.

High-ROI benefits do more than merely offer resources to your people; they solve problems by doing all the searching, vetting, and booking for them. That's more than just a convenience. Such full-service support is key to ROI since it not only gives employees back the actual time spent looking for help; it also frees them from the distraction of worrying about it.

✓ Provide services people trust and want to use.

Care recipients aren't just anybody — they're employees' family members. So, for employees to have peace of mind and to feel safe when using these services, they need to know caregivers are screened and trustworthy. Such confidence can only come from providers who can verify (and can vouch for) their networks because they're either self-owned or directly managed.

✓ Indemnify your company.

Protection for your organization is non-negotiable. Any provider you bring in needs to show you a solid policy that minimizes your risk and ensures you're fully indemnified in the event of a problem or incident, for every single service you offer. It's another reason a single provider for all services is so valuable.

✓ Support you, the organization.

ROI is a complex equation that balances the needs of your employees with the goals of your organization. Dedicated account management, ongoing marketing and communication plans, and regular reporting not only confirms your objectives are being met — it takes the weight off your HR and operational teams to do so.

The focus on organizational goals is just as important as everything you do for employees. Done right, benefits are more than services for your people, but also tightly created business strategies that target and deliver on productivity, culture, and retention/recruitment. But the promise of rewards is separate from the reality. And getting the latter requires a program that, like any business strategy, is built to your people and your goals.

A knowledgeable provider can help you do that.

Real companies; real ROI.

Lost workdays cost bottom lines; care solutions can save them. And **100% of surveyed Lumen Technologies employees said they would have missed work without care provided by their employer.** That's just one way targeted benefits are paying employers back in ROI.

[Read more](#) about Lumen's success story.



Are your family care benefits hitting the mark?

[Contact us today](#) to get a personalized consultation to assess your strategy.